



SECTION  
**3**  
**GUIDING  
PRINCIPLES  
FOR COYOTE  
VALLEY**



Based on the City Council's Vision and Expected Outcomes for the Coyote Valley Plan, prevailing constraints and opportunities, and the input and interests of a diverse community of stakeholders, a set of Guiding Principles has emerged. • These Guiding Principles guide Coyote Valley toward becoming a compact, vibrant, new mixed-use, pedestrian, and transit-oriented community that the Council intended. As it develops, Coyote Valley should retain its scenic beauty and sense of place, accommodate future regional growth, and represent a model of planning and design for environmentally friendly and economically self-sustaining communities. It would do this while consuming only one-fifth of the land current development patterns require to accommodate the same population and jobs.

## 1. PROMOTE ENVIRONMENTAL STEWARDSHIP AND PRESERVE OPEN SPACE

The CVP would create an environmentally friendly community where all citizens have an underlying sense of personal environmental stewardship and have opportunities to contribute as citizens and stewards of the Valley. It preserves the Valley's scenic treasures and open spaces, the oaks, hills, creeks, and recreational resources, including the Greenbelt; and ensure environmental stewardship through creating a compact, urban, mixed-use and transit-oriented new community set within and interconnected to natural and restored ecosystems, habitats and watercourses of the Valley.

The CVP goes beyond "impact avoidance" regarding its natural environment. It celebrates the unique natural character of the Valley. For example, the hydrology of the Valley would be easily observed as the lake and Urban Canal and Fisher Creek rise and subside as they perform their natural detention functions, and Laguna Seca forms a seasonal lake in the winter in correlation to the Valley's rising water table.

The flanking hills of the Mount Hamilton Range and the Santa Cruz Mountains would remain as accessible open space

frames for urban life within the Valley. The CVP would fully capitalize on its adjacency to open space by providing good accessibility and connection to the regional trail system. The east and west ends of the Central Commons celebrate this access between Coyote Valley and Santa Clara County Parks trailheads. Development patterns and criteria assure that publicly accessible walks, trails, or narrow roads will continue to define the interface between urban and open spaces.

The CVP plans an appropriate transition between urban life and agricultural enterprise. Lower impact agricultural practices such as vineyards, fruit, and nut orchards; natural open space and wildlife corridors; and natural aquifer recharge areas buffer urban residences from higher impact agro-businesses such as row crops, sod, greenhouses, and mushrooms. The CVP encourages the establishment of executive "farm estates" and agro-tourism where food and drink tasting, "U-Pick" crops, Coyote Valley 4H and Pony Clubs are all part of integrating urban living with an understanding of agriculture and animal husbandry.

# SECTION 3

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## 2. PROVIDE GLOBAL LEADERSHIP AND ECONOMIC VIABILITY

It is the intent of the Coyote Valley Plan to advance Silicon Valley's 21st Century preeminence and competitive advantage as the world leader in technological innovation and entrepreneurialism by attracting and retaining globally competitive companies and workforce. Silicon Valley has led the Global Technology Revolution for the past 30 years.

The CVP sets the stage to attract knowledge-based job providers from

around the world. The Plan provides a market sensitive balance of types of workplace. As one of the few places in San José that can offer large acreage in a corporate campus setting, CVP supports the workplace variety envisioned in the City's Economic Development Strategy. CVP maintains substantial workplaces closely linked to housing, mixed-use neighborhood centers and transit. The Plan envisions that existing employers including IBM, who own land in Coyote

Valley, are encouraged to stay, develop and/or expand their operations consistent with the CVP.

Coyote Valley should offer an opportunity for companies to locate their headquarters where their corporate values can be expressed in green buildings and a green community that fosters innovation, research, and development.

## 3. FOCUS ON PEOPLE: PROMOTE DIVERSITY AND SOCIAL EQUITY

At the core of the Coyote Valley Plan is a focus on people. CVP offers a variety of urban housing opportunities for all incomes, a diversity of employment opportunities, personal and community security, broad educational opportunities, and a community of caring, within an accessible new urban environment. In this way, social equity goals can be achieved.

### Diversity of Employment Opportunities

The Plan calls for the creation of at least 50,000 industry-driving jobs, not including retail, government, or quasi-government jobs. While CVP does not intend to control the precise mix of employers, the land use plan itself provides for a wide variety of workplace buildings, ranging from single-story industrial buildings through high-rise office buildings. In addition, the Plan allows flexibility for employers of many sizes, from large campus employers who require multiple buildings on contiguous land, to small start-up firms who need a small space in a multi-tenant building. Such diversity of building types would allow Coyote Valley to respond to changing building technologies and business practices, as well as changing market conditions, and should provide continuing opportunities for many different types of employers through and beyond the build out of Coyote Valley. With diverse employment opportunities, it is important to provide a variety of housing types and prices, and to provide the amenities and services that can help employers attract and retain the best and brightest workforce

from around the world.

The development of 25,000 residential units would also provide jobs for property managers, maintenance workers, and domestic services. Finally, and importantly, the development of infrastructure and buildings in Coyote Valley would generate many construction jobs for several decades.

### Diversity of Housing Opportunities Provides for a Diverse Population

The richness and economic vitality of Coyote Valley lies in its diversity of people—people of all ages, incomes, ethnicities and cultures, sharing common community values, all included in the Plan. Housing opportunities range from multi-million dollar executive estates in the Greenbelt on 20 acre sites, and high-rise penthouses overlooking the waterfront in the urban core; to traditional neighborhood homes for families re-defined in terms of urban proximity; to avant-garde live-work industrial lofts; to senior housing and assisted living; to new recruit collegiate villages; to homes affordable for households with low, very low and

extremely low incomes.

A key premise of this planning effort is that at least 20% of the homes in Coyote Valley would be deed-restricted below market rate units. The plan accommodates this premise, and provides for an 80/20% split between rental and for-sale affordable housing units. CVP emphasizes location of affordable housing near transit and community resources, but distributes affordable housing opportunity sites in a way that they are indistinguishable from the overall community fabric. The affordable housing would be provided in proportion to market rate housing through every phase. Beyond meeting this requirement, the CVP encourages creative accommodation of market-based affordable housing innovations including: "granny flats" and second units, especially for extended family households; co-housing; and changing occupancies over time in "not-so-purpose-built" buildings that may switch from housing to commercial and back, as markets change.

Employment cycles go from trying to create jobs to trying to find people to fill



available jobs. A particular jobs/housing balance challenge that CVP's jobs providers have identified centers on the role of housing supply in their ability to recruit the "best and brightest" from around the world. The CVP has considered this particular need in the development of its housing strategy.

### Personal and Community Security

A personal sense of safety within one's home and community is a pre-requisite to good quality urban living. Urban design that keeps eyes on public places, and creates a sociable public realm, where neighbors watch out for each

other, permeates all aspects of the CVP. The diversity of housing included in CVP also ensures opportunities for police and firefighters to live within Coyote Valley and be seen, off duty, out and about in the neighborhoods, thus breaking down communication barriers and fostering the civic sense of safety as a community responsibility.

## 4. PROVIDE OPPORTUNITIES FOR EDUCATION AND LIFELONG LEARNING

Silicon Valley, more than other areas, has ushered in an age where technological advancement takes place at a breathtaking pace. Operational technical knowledge and prescribed skill sets are not secure, and are often obsolete almost as soon as they become mainstream. Individual workers are expected to drop obsolete

skills and learn new ones over and over in their careers.

CVP emphasizes the importance of lifelong learning in several ways, such as elevating the civic stature of all educational facilities by the granting prominent locations and requiring (and

funding) design that reinforces the urban values of the Plan. CVP fosters and encourages a close relationship between college level facilities and employers (contract software training, joint curriculum development, language skills and cultural immersion crash courses for global business, etc.).

## 5. PROMOTE DEVELOPMENT OF A SUSTAINABLE COMMUNITY

The CVP establishes a development pattern and design criteria that promotes environmental and economic sustainability where people, plants and wildlife thrive and co-exist. The CVP begins with a development pattern that can substantially reduce the energy consumption and pollution caused by the automobile through emphasis on walking, biking and transit. It includes a sustainable hydrological plan where downstream runoff quality is protected and the natural detention and bio-filtration functions that the Valley performs today are enhanced.

Design criteria built around the model of San José's Green Building Program and the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Rating System would include an aggressive Coyote Valley marketing program that capitalizes on the growing public awareness of, and positive response toward, resource conserving and environmentally-friendly construction. Green roofs, rooftop patios, and solar roofs are encouraged and their design character should become intrinsic to the CVP identity. CVP would establish measurable sustainability goals, manage those goals, and report on performance.

Economic sustainability would come from the development of a community that creates a variety of jobs and tax revenue sources. Retail and service jobs would provide for jobs outside of the industry driving job base, providing opportunities for residents' of all economic levels to both live and work in Coyote Valley. Industry driving companies would provide both entry-level and management jobs, which would also encourage residents to live and work within the community.

While sustainability is defined by the American Planning Association as "the capacity to equitably meet the vital

human needs of the present without compromising the ability of future generations to meet their own needs by preserving and protecting the area's ecosystems and natural resources," its ecological and energy conscious objectives can be implemented in such a way as to foster a more livable community.

Coyote Valley Plan fosters a mix of land uses that are amenities for each other, as well as the City of San José.

Key livability design aspects include:

- a. A unique sense of community and place.

- b. A mix of land uses within the community.
- c. Utilizing a narrow pedestrian oriented network of streets, a landscaped parkway and traffic calming elements such as roundabouts, making the circulation experience pleasant and non-intrusive to residents, workers and visitors.
- d. Linking a compact community with the green infrastructure network, the fixed guideway transit system and bicycle network promotes walkability.
- e. Providing linkages to the surrounding community by the provision of a multi-modal transit station for Caltrain and other alternative modes of transportation.
- f. Providing shopping, employment and recreational opportunities within a 5 to 10 minute walk can reduce dependence on the automobile.
- g. Providing a wide range of housing opportunities to fairly meet the needs of different lifestyles.

## 6. CREATE A DISTINCT COMMUNITY WITH AN IDENTIFIABLE CORE SURROUNDED BY COMPACT, DIVERSE, MIXED LAND USES INTEGRATED WITH A VARIETY OF TRANSPORTATION CHOICES

### Creating a Distinct Community

The Coyote Valley is expected to grow over some 25 to 50 years with a Coyote Core and several individually unique centers that provide for employment districts, mixed-use corridors and residential neighborhoods. These building blocks of community organize the land use into a compact, urban, higher density mixed-use and transit-oriented community that provides a diversity of housing, education and workplaces to attract people to want to live, work and be in Coyote Valley.

The employment districts, mixed-use districts and residential neighborhoods would have convenient walking access to plazas, squares and greens and would connect jobs and housing together. With shopping and community services, these centers of activity attract and focus community life in vibrant, pedestrian-scaled centers. Mixed-use corridors offer an opportunity for living and working over retail that can express the character and life of the community.

### Creating a Sense of Place

The natural environment is integrated with historic and cultural resources as the foundation upon which the new community should grow. CVP utilizes the quality and form of civic structures

### VISION OF COYOTE CORE



in a key role to create a memorable and unique sense of place. Urban design and street layouts orient to important civic buildings at focal termini. Locally significant monumentation and art in public places elevates every day activity and enhances civic pride. It strives to facilitate civic celebration in both the creation and activation of public places, where people gather for farmer's markets, community festivals, cultural events, and civic ceremonies.

### Growing Coyote over Time

To deliver 50,000 jobs and 25,000 housing units requires a process for Coyote Valley to grow over time. To create a healthy, self-sustaining and balanced community, growth would need to take place in coherent increments that are self-financed and self-contained, identifiable

places that strive to: balance provision of jobs and housing; maximize opportunities for development to be concentrated along transit infrastructure; and, ensure that mixed-use centers and open spaces link employment and housing together in walkable neighborhoods and districts. Community amenities, public services, schools, affordable housing and parks would be established concurrently with private development.

The environmental footprint and composite infrastructure form the basis for the Coyote Valley community to grow over time. These elements, together with the policies contained in this plan, should guide the logical growth of Coyote Valley with needed infrastructure and services in place.

## 7. CREATE VIBRANT, WALKABLE NEIGHBORHOODS WITH DEFINABLE CENTERS, EDGES AND CONNECTIONS

CVP conceptually begins with paths, walks and trails. It concentrates activities, and densities within an easy walk to transit. Pedestrian safety and walkability are incorporated into intersection design. Pedestrian crossings enhance overall and neighborhood-to-neighborhood connectivity.

CVP breaks from the old planning models where land uses are segregated by arterial roads, and integrates a vibrant diversity of activities. Workplace and living

over street fronting commercial; live-work lofts; office, retail, entertainment and places of worship sharing district parking not only support efficient land use, they set the stage for the kind of rich daily commingling of people of different ages, cultures, and purposes that makes urban life so interesting. Within the CVP the fully integrated mixed-use lakeside Coyote Core, Santa Teresa Boulevard corridor, and neighborhood cores are surrounded by adjacent residential neighborhoods and corporate campuses, within a short

walk, bike or transit hop.

Urban life is celebrated as density, diversity and discovery are enhanced by a compact urban form and integration; where land uses are appropriately mixed; and citizens are provided with several transportation choices. A sociable, diverse, and multi-use public realm including streets, transit ways, open spaces, parks, plazas, courts, and civic spaces defined by buildings supports the choice for urbanism.

## 8. PROTECT AND COMPLEMENT EXISTING RESIDENTIAL NEIGHBORHOODS, CULTURAL RESOURCES, HILLSIDES AND GREENBELT

A core principle of building the new Coyote Valley community is to respect and protect all existing precious resources that may be impacted by urban development. The hillsides, while technically outside the boundaries of the Plan, are viewed as a synergistic resource for advancing the natural resource preservation goals of the Plan.

The Plan includes policies regarding the type, density and scale of new land uses at the margins of these neighborhoods

that are meant to ensure that new development is appropriate for protecting livability and quality of life. For example, two well-maintained residential subdivisions at Lantz Drive and Dougherty Avenue are incorporated into the plan rather than assumed to be eliminated.

The "Hamlet", containing the Coyote Grange Hall, and the Coyote Depot Complex is the only area of Coyote Valley that could be considered a cultural

resource district. The Plan contains policies that are aimed at maintaining this potential historic resource through the preservation, rehabilitation, and reuse of any unique and distinctive elements. One of the objectives of the Plan is to facilitate the establishment of an historic district to incorporate the structures surrounding the "Hamlet" where other architectural cultural resources of lesser value could be relocated and rehabilitated.

